

WEEK OF
June 29, 1959

fashion calendar

january

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february

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march - 1960

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RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

8 EAST 77th STREET

NEW YORK 21, NEW YORK

TRAFALGAR 9-2343

1959

19th YEAR • A WEEKLY PUBLICATION

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, JUNE 29, 1959</u>			
Tuesday June 30 3:30 P.M.	PRESS PREVIEW: FALL & WINTER LINGERIE "A Carefree Life Of Luxury"--lingerie preview for the press, by invitation. (<u>Note Change of Time</u>). Tea served after show. Contact: Dorothy Tivis, JU. 2-6767.	VANITY FAIR MILLS, INC.	640 FIFTH AVENUE SHOWROOM - 30TH FLOOR
Tuesday June 30- August 10	EXHIBIT OF RUSSIAN INDUSTRIES Exhibits of Russian industry, art, fashion, homes and educational facilities. Prices: \$1.00, adults; 50¢, children. (Press preview, Monday, June 29, from 1:00 - 4:00 P.M.) By invitation. Publicity: David Jacobson at United Public Relations, 120 East 56th St., PL. 1-3950.	SOVIET UNION EXPOSITION	NEW YORK COLISEUM COLUMBUS CIRCLE
July 4	INDEPENDENCE DAY (Saturday) -- LEGAL HOLIDAY		
Monday July 6 11:30 A.M.	PRESS PREVIEW OF FALL MILLINERY Sally Victor will invite the press to preview her Fall hats. By invitation. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR, INC.	18 EAST 53RD STREET SALON - 9TH FLOOR
Monday July 6 5:30 P.M. Cocktails	PRESS PREVIEW OF FALL MILLINERY Emme will preview her Fall millinery collection to the press and buyers. By invitation. Publicity: Eleanor Lambert, 785 5th Ave., MU. 8-2130.	EMME, INC. (19 WEST 57TH ST.)	SHERRY NETHERLAND CRYSTAL PAVILION
Beginning Monday July 6	OPENING OF FALL MILLINERY Continuous daily showings of Frarian's Fall hats, designed by Miss Lucille. Contact: Peggy Lambert, CI. 7-2697.	FRARIAN ORIGINALS, INC.	47 WEST 56TH STREET SHOWROOM - 6TH FLOOR
Tuesday July 7 9:30 A.M. Breakfast	PREVIEW OF FALL MILLINERY FASHIONS Mr. Arnold will preview his Fall millinery collection to the press and buyers. By invitation. Contact: Miss Jean, PL. 1-3284.	MR. ARNOLD, INC. (19 WEST 57TH ST.)	HOTEL PLAZA RENDEZ-VOUS ROOM
Tuesday July 7 7:00 P.M. Dinner	ADVANCE PREVIEW OF FALL HATS The Trade Promotion Committee of Millinery Promotions Inc. will present a showing of Fall hats by the Millinery Creators of America. For buyers, by invitation. Contact: MU. 6-2970.	MILLINERY PROMOTIONS INC. (10 EAST 40TH ST.)	HOTEL ASTOR BALLROOM
Wednesday July 8 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL MILLINERY Press preview, at breakfast, of the Irene of New York and Rivera Fall millinery collections. By invitation. Contact: Miss Rose, PL. 3-3032.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON - 6TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday July 8 11:00 A.M.	PREVIEW: READY-TO-WEAR, HATS & COIFFURES Preview of Walter Florell's Fall millinery, ready-to-wear and coiffures for the press. By invitation. Contact: Eleanor Lambert, MU. 8-2130.	WALTER FLORELL	30 WEST 57TH STREET SALON - 5TH FLOOR
Wednesday July 8 4:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Galanos will present his Fall collection to the press. By invitation. Publicity: Maxwell-Gray, 527 Lexington Ave., PL. 3-5556.	GALANOS (BEVERLY HILLS, CAL.)	SHERATON-EAST HOTEL BALLROOM
Thursday July 9 10:00 A.M.	PRESS PREVIEW: FALL MILLINERY COLLECTION William J will present his Fall millinery collection for press and buyers. By invitation. Contact: 505 Fifth Avenue, MU. 7-5447.	WILLIAM J	44 WEST 54TH STREET SALON
Saturday July 11 11:00 A.M.- 6:00 P.M.	TERRACE PARTY FOR VISITING PRESS "The 'Compleat' Look For Gentlemen"--showing of Countess Mara's cravats and coordinated men's fashion accessories, at terrace open house. By invitation. Publicity: Mary Marsh, MU. 8-3050.	COUNTESS MARA	445 PARK AVENUE SHOWROOM - 17TH FLOOR
Saturday July 11 12:00 Noon- 3:00 P.M.	OPEN HOUSE FOR VISITING PRESS Exhibit of trend-setting colors and textures for Fall '59 illustrated by garments from ready-to-wear collections. By invitation. Contact: Mary Baine, FE. 6-3500.	FORSTMANN, INC.	1407 BROADWAY SHOWROOM - 15TH FLOOR
Saturday July 11 4:00 P.M.	FALL MILLINERY AT VISITING PRESS SHOW The visiting press will preview John Frederics' collection of Fall millinery. By invitation. Contact: Joseph Mann, CI. 7-7745.	JOHN FREDERICS, INC.	6 WEST 57TH STREET SALON - 7TH FLOOR
Saturday July 11 5:30 P.M. Cocktails	FALL COLLECTIONS FOR VISITING PRESS Walter Florell's preview of Fall millinery, ready-to-wear and coiffures for the out-of-town press. By invitation. Publicity: Eleanor Lambert, 785 Fifth Avenue, MU. 8-2130.	WALTER FLORELL	30 WEST 57TH STREET SALON - 5TH FLOOR

NEW YORK DRESS INSTITUTE'S THIRTY-THIRD NATIONAL PRESS WEEK (July 12 - 18, 1959)

Fall collections of leading designers (36 members, 24 auxiliary, 1 variety group), for visiting press. By invitation. Press Director: Eleanor Lambert, MU. 8-2130.

<u>Sun., July 12</u>	9:00 A.M.	Millinery Inst. of Amer.-Breakfast (Aux.)	PIERRE-COTILLION
	12:00 Noon	Lawford Fabrics, Lunch (Auxiliary)	PIERRE-BALLROOM
	3:00 P.M.	Pellon (Auxiliary)	F.I.T. (227 W. 27 ST.)
	5:00 P.M.	Coty (Auxiliary)	PIERRE-BALLROOM
	6:00 P.M.	Lilly Dache (Auxiliary)	TO BE ANNOUNCED
<u>Mon., July 13</u>	7:00 P.M.	Int'l Silk Ass'n, U.S.A.-Dinner (Aux.)	PIERRE-BALLROOM
	8:15 A.M.	"Watch For" Roundup-(Bkfst-7:30 A.M.)	PIERRE-BALLROOM
	8:45 A.M.	Jane Derby	PIERRE-BALLROOM
	9:30 A.M.	Donald Brooks for Townley	PIERRE-BALLROOM
	10:15 A.M.	Christian Dior, New York	PIERRE-BALLROOM

(continued on following page)

DATE

WHAT'S GOING ON

GIVEN BY

WHERE

THIRTY-THIRD NATIONAL PRESS WEEK (Continued from page 2)

<u>Mon., July 13...</u>	11:00 A.M.	Ben Gershel (Robert Knox)	PIERRE-BALLROOM
	11:45 A.M.- 12:30 P.M.	free writing period	
	12:30 P.M.	Alamac Knitting Mills, Lunch (Aux.)	PIERRE-COTILLION
	2:00 P.M.	Maurice Rentner (Bill Blass)	PIERRE-BALLROOM
	2:45 P.M.	Mollie Parnis	PIERRE-BALLROOM
	3:30 P.M.	Hannah Troy-Cocktails	PIERRE-BALLROOM
	4:15 P.M.- 5:00 P.M.	free writing period	
	5:30 P.M.	Watchmakers Of Switzerland (Aux.)	PIERRE-ROOF
	8:00 P.M.	Ship 'n Shore Theatre (Aux.)	BROADWAY THEATRE
	7:30 A.M.	Capezio - "Sun-Up" Breakfast (Aux.)	9 W. 61ST STREET
	8:45 A.M.	Harry Frechtel	PIERRE-BALLROOM
<u>Tues., July 14...</u>	9:30 A.M.	Ben Reig	PIERRE-BALLROOM
	10:15 A.M.	Herbert Sondheim	PIERRE-BALLROOM
	11:00 A.M.	B. H. Wragge	PIERRE-BALLROOM
	11:45 A.M.- 12 30 P.M.	free writing period	
	12:30 P.M.	Ship 'n Shore - Lunch, (Aux.)	PIERRE-BALLROOM
	2:00 P.M.	Nettie Rosenstein (Eva Rosencrans)	PIERRE-BALLROOM
	2:45 P.M.	Marquise (Philippe Tournaye)	PIERRE-BALLROOM
	3:30 P.M.	Ceil Chapman - Cocktails	PIERRE-BALLROOM
	4:15 P.M.- 5:00 P.M.	free writing period	
	5:30 P.M.	Fur Info. & Fashion Council (Aux.)	PIERRE-BALLROOM
	7:00 P.M.	N. W. Ayer & Son, Inc.-Dinner (Aux.)	WALDORF-EMPIRE
<u>Wed., July 15...</u>	7:45 A.M.	Napier Jewelry-Breakfast (Aux.)	PIERRE-COTILLION
	8:45 A.M.	George Carmel	PIERRE-BALLROOM
	9:30 A.M.	Trigere	PIERRE-BALLROOM
	10:15 A.M.	Paul Parnes (Beni Claire)	PIERRE-BALLROOM
	11:00 A.M.	Originala	PIERRE-BALLROOM
	11:45 A.M.- 12:30 P.M.	free writing period	
	12:30 P.M.	Clairol - Lunch (Auxiliary)	PIERRE-COTILLION
	2:00 P.M.	Talmack (John Moore)	PIERRE-BALLROOM
	2:45 P.M.	Ben Zuckerman	PIERRE-BALLROOM
	3:30 P.M.	Oleg Cassini	PIERRE-BALLROOM
	4:15 P.M.- 5:00 P.M.	free writing period	
<u>Thurs., July 16...</u>	5:00 P.M.	Samuel Robert- Cocktails (Aux.)	PIERRE-BALLROOM
	6:45 P.M.	Wool Bureau- Dinner (Auxiliary)	GOVERNOR'S ISLAND
	7:45 A.M.	Nat'l Shoe Inst.- Bkfst. (Aux.)	PIERRE-BALLROOM
	8:45 A.M.	Pattullo-Jo Copeland	PIERRE-BALLROOM
	9:30 A.M.	Davidow	PIERRE-BALLROOM
	10:15 A.M.	Adele Simpson	PIERRE-BALLROOM
	11:00 A.M.	Harvey Berin (Karen Stark)	PIERRE-BALLROOM
	11:45 A.M.- 12:30 P.M.	free writing period	
	12:30 P.M.	Amer. Inst. Of Men's & Boys' Wear (Aux.)	PIERRE-COTILLION
	2:00 P.M.	Samuel Winston (Roxane)	PIERRE-BALLROOM
	2:45 P.M.	Larry Aldrich	PIERRE-BALLROOM
<u>Fri., July 17...</u>	3:30 P.M.	Anne Fogarty of Saks Fifth Avenue	PIERRE-BALLROOM
	4:15 P.M.- 5:00 P.M.	free writing period	
	5:00 P.M.	E.I. DuPont deNemours-cocktails (Aux.)	PIERRE-COTILLION
	7:00 P.M.	Schiffli Lace & Embroid-Dinner (Aux.)	LATIN QUARTER
	7:45 A.M.	R & K Originals, Breakfast (Aux.)	PIERRE-COTILLION
	8:45 A.M.	Vera Stewart Orig.-Zoltan Rosenberg	PIERRE-BALLROOM
	9:30 A.M.	Monte-Sano & Pruzan	PIERRE-BALLROOM
	10:15 A.M.	Edward Abbott (Wilson Folmar)	PIERRE-BALLROOM
	11:00 A.M.	Branell	PIERRE-BALLROOM

DATEWHAT'S GOING ONGIVEN BYWHERETHIRTY-THIRD NATIONAL PRESS WEEK (Continued from page 3)

Fri., July 17...	11:45 A.M. - 12:30 P.M., free writing period		
	12:30 P.M. Variety Group: Leonard Arkin, Holt Hosiery, Helen Lee, Mam'selle, Suzy Perette, Thom McAn shoes - Lunch		PIERRE-BALLROOM
	3:00 P.M. Estevez		PIERRE-BALLROOM
	3:45 P.M. Rudolf		PIERRE-BALLROOM
	4:30 P.M. Junior Sophisticates (Anne Klein) . .		PIERRE-BALLROOM
	5:15 P.M. Lebow Men's Wear-Cocktails (Aux.) . .		PIERRE-COTILLION
	6:15 P.M. Scaasi		26 WEST 56TH ST.
Sat., July 18...	9:30 A.M. Ritter Furs- Breakfast (Aux.)		PLAZA-TERRACE RM.
	11:00 A.M. Textile Fashion Industries		STATEN ISLAND

Sunday	FALL MILLINERY SHOW	MILLINERY INSTITUTE	HOTEL PIERRE
July 12	FOR VISITING PRESS	OF AMERICA, INC.	COTILLION ROOM
9:00 A.M.	The Millinery Institute of America (Auxiliary Member, N.Y.D.I.--See Pg.2)		
Breakfast	will invite the out-of-town editors to a breakfast showing of the Millinery Creators' Fall hat collections. By invitation. Contact: Bill Riemer, MU. 6-2970.		

Sunday	FALL MILLINERY AT	EMME, INC.	SHERRY NETHERLAND
July 12	VISITING PRESS SHOW	(19 WEST 57TH ST.)	CRYSTAL PAVILION
11:00 A.M.	Emme will present her Fall millinery to the visiting press. By invitation. Publicity: Eleanor Lambert, 785 Fifth Ave., MU. 8-2130.		
Breakfast			

Sunday	"AMERICANA LOOK IN	LAWFORD FABRICS, INC.	HOTEL PIERRE
July 12	LAWFORD WOOLENS"	(450 SEVENTH AVENUE)	BALLROOM
12:00 Noon	Fall fashions by leading designers in Lawford woolems. (Auxiliary Member, N.Y.D.I.--See Pg. 2). Showing followed by luncheon for visiting and local press. By invitation. Publicity: Gladys Steiner at Lester Harrison, PL. 1-6630.		
Luncheon			

Sunday	MILLINERY SHOWING	SALLY VICTOR, INC.	18 EAST 53RD STREET
July 12	FOR VISITING PRESS		SALON - 9TH FLOOR
2:00 P.M.	Sally Victor will preview her Fall millinery to the visiting press. By invitation. Publicity: Mildred Josephs, PL. 3-7450.		
Cocktails			

Sunday	PRESS PREVIEW: FASHIONS	PELLON CORP.	FASHION INST. OF TECH.
July 12	FOR MOSCOW FAIR	(350 FIFTH AVENUE)	227 WEST 27TH STREET
3:00 P.M.	Pellon (Auxiliary Member, N.Y.D.I.--See Pg. 2) will invite the visiting press to preview fashions that will be shown as part of American National Exhibition in Moscow. By invitation. Buses will be available at the Hotel Pierre, 2:30 P.M. Publicity: Eleanor Lambert, MU. 8-2130.		

Sunday	PREVIEW FOR VISITING	COTY, INC.	HOTEL PIERRE
July 12	PRESS	(612 FIFTH AVENUE)	BALLROOM
5:00 P.M.-	Coty (Auxiliary Member, N.Y.D.I.--See Pg. 2) will invite the visiting and local press to a preview. By invitation. Publ.: Eleanor Lambert, MU.8-2130.		
6:00 P.M.			

Sunday	PREVIEW FOR	LILLY DACHE;	PLACE TO BE
July 12	VISITING PRESS	GENERAL BEAUTY PROD.	ANNOUNCED
6:00 P.M.-	Lilly Dache (Auxiliary Member, N.Y.D.I.--See Pg. 2) will have a showing for out-of-town and local editors. By invitation. Publicity: Eleanor Lambert, 785 Fifth Avenue, MU. 8-2130.		
6:30 P.M.			

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday July 12 7:00 P.M. Dinner	FALL SILK FASHION SHOW FOR VISITING PRESS The International Silk Association, U.S.A. (Auxiliary Member, N.Y.D.I.--See Pg. 2) will invite the out-of-town and local editors to a dinner and showing. By invitation. Publicity: Eleanor Lambert, 785 Fifth Avenue, MU. 8-2130.	INTERNATIONAL SILK ASS'N, U.S.A.	HOTEL PIERRE BALLROOM
July 13	<u>8:15 A.M.</u> - "WATCH FOR" ROUNDUP (N.Y.D.I.--See Pg. 2)		PIERRE BALLROOM
July 13	<u>8:45 A.M.</u> - JANE DERBY (N.Y.D.I.--See Pg. 2)		PIERRE BALLROOM
July 13	<u>9:30 A.M.</u> - DONALD BROOKS FOR TOWNLEY (N.Y.D.I.--See Pg. 2)		
July 13	<u>10:15 A.M.</u> - CHRISTIAN DIOR, NEW YORK (N.Y.D.I.--See Pg. 2)		
July 13	<u>11:00 A.M.</u> - BEN GERSHEL - Robert Knox (N.Y.D.I.--See Pg. 3)		
Monday July 13 12:30 P.M. Luncheon	"ALAMAC AMERICANA"-- FALL KNITTED FASHIONS Alamac Knitting Mills (Auxiliary Member, N.Y.D.I.--See Pg. 3) will invite the visiting and local press to preview women's, men's, boys' and girls' Fall fashions. By invitation. Contact: Harriet Miller, OX. 5-1445.	ALAMAC KNITTING MILLS (1412 BROADWAY)	HOTEL PIERRE COTILLION ROOM
July 13	<u>2:00 P.M.</u> - MAURICE RENTNER - Bill Blass (N.Y.D.I.--See Pg. 3)		
July 13	<u>2:45 P.M.</u> - MOLLIE PARNIS (N.Y.D.I.--See Pg. 3)		PIERRE BALLROOM
July 13	<u>3:30 P.M.</u> - HANNAH TROY (N.Y.D.I.--See Pg. 3)		PIERRE BALLROOM
Monday July 13 4:00 P.M.- 6:00 P.M.	SHOE FASHION SHOW FOR VISITING PRESS "Mission To Moscow"--LIA will invite the visiting press to a shoe fashion show (5:00 P.M.) highlighting 500 pairs of shoes that will be shown as part of the American National Exhibition in Moscow. Throughout week, <u>10:00 A.M. - 6:00 P.M.</u> at headquarters, the visiting press will be invited to preview "Inside LIA", showing of Fall shoes, leather garments, handbags, gloves, belts and luggage; also static display of leather goods to be shown at Moscow Fair. By invitation. Publicity: Billie Gould, MU. 6-7956.	LEATHER INDUSTRIES OF AMERICA (411 FIFTH AVE.)	OVERSEAS PRESS CLUB 35 EAST 39TH STREET
Monday July 13 5:00 P.M.- 8:00 P.M. Dinner	PRESS PREVIEW: FALL JEWELRY COLLECTION Trifari will show their Fall jewelry collection to out-of-town and local press, at cocktails and dinner. By invitation. Publicity: Dorothy Lansing, 165 East 66th Street, RE. 7-3347.	TRIFARI, KRUSSMAN AND FISHEL, INC.	16 EAST 40TH STREET SHOWROOM - 4TH FLOOR
Monday July 13 5:30 P.M.- 7:00 P.M. Cocktails	FASHIONS IN WOMEN'S AND MEN'S WATCHES Informal showing of newest watches, presented by The Watchmakers of Switzerland (Auxiliary Member, N.Y.D.I.--See Pg. 3). By invitation. Contact: Shirley Tucker at Win Nathanson & Assoc., 60 East 42nd St., MU. 2-6560.	THE WATCHMAKERS OF SWITZERLAND	HOTEL PIERRE ROOF GARDEN

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday July 13 8:00 P.M. (Curtain- 8:30 P.M.)	THEATRE PARTY FOR VISITING PRESS Ship 'n Shore (Auxiliary Member, N.Y.D.I.--See Pg. 3) will invite the press to a performance of "Gypsy", starring Ethel Merman. By invitation. Publicity: Eleanor Lambert, 785 Fifth Avenue, MU. 8-2130.	SHIP 'N SHORE	BROADWAY THEATRE BROADWAY & 53RD STREET
Monday July 13- July 17	OPEN HOUSE FOR VISITING PRESS Henry Friedrichs will present their Fall coat collection daily for the visiting press. Continuous showings. Contact: Alan R. Baron, FE.6-8868.	BRITTANY (HENRY FRIEDRICKS)	205 WEST 39TH STREET SHOWROOM - 13TH FLOOR
Tuesday July 14 7:30 A.M.- 8:30 A.M. Breakfast	SHOE FASHIONS FOR VISITING PRESS Capezio (Auxiliary Member, N.Y.D.I.--See Pg. 3) will present Fall and Winter shoes, "Stemwear" and "Leotites" to visiting and local press. By invitation. Transportation will be available at 8:30 A.M. for the editors' next showing. Publicity: Marya Morton, JU. 6-2150.	CAPEZIO, INC.	9 WEST 61ST STREET SHOWROOM - 1ST FLOOR
July 14	<u>8:45 A.M.</u> - HARRY FRECHTEL (N.Y.D.I.--See Pg. 3)		PIERRE BALLROOM
July 14	<u>9:30 A.M.</u> - BEN REIG (N.Y.D.I.--See Pg. 3)		PIERRE BALLROOM
July 14	<u>10:15 A.M.</u> - HERBERT SONDHEIM (N.Y.D.I.--See Pg. 3)		PIERRE BALLROOM
July 14	<u>11:00 A.M.</u> - B. H. WRAGGE (N.Y.D.I.--See Pg. 3)		PIERRE BALLROOM
Tuesday July 14 12:30 P.M. Luncheon	FALL BLOUSE SHOW FOR VISITING PRESS Ship 'n Shore (Auxiliary Member, N.Y.D.I.--See Pg. 3) will invite out-of-town and local editors to their Fall blouse luncheon and show. By invitation. Publicity: Eleanor Lambert, 785 Fifth Avenue, MU. 8-2130.	SHIP 'N SHORE	HOTEL PIERRE BALLROOM
July 14	<u>2:00 P.M.</u> - NETTIE ROSENSTEIN - Eva Rosencranz (N.Y.D.I.--See Pg. 3)		
July 14	<u>2:45 P.M.</u> - MARQUISE - Philippe Tournaye (N.Y.D.I.--See Pg. 3)		
July 14	<u>3:30 P.M.</u> - CEIL CHAPMAN (N.Y.D.I.--See Pg. 3)		PIERRE BALLROOM
Tuesday July 14 5:30 P.M.	YOUNG DESIGNERS FUR COLLECTION Fur Information and Fashion Council (Auxiliary Member, N.Y.D.I.--See Pg. 3) will preview fur fashions by young designers for visiting and local press. By invitation. Publicity: Nona Green at Ruder & Finn, Inc., PL. 9-1800.	FUR INFORMATION & FASHION COUNCIL	HOTEL PIERRE BALLROOM
Tuesday July 14 7:00 P.M. Cocktails- Dinner	DIAMOND DINNER FOR VISITING PRESS N. W. Ayer (Auxiliary Member, N.Y.D.I.--see Pg. 3) will show diamonds by Cartier, Tiffany, Van Cleef & Arpels, Harry Winston, with gowns by Sarmi. Dinner, 8 P.M.- Sert Rm. By invitation. Publ.: Mildred Kosick, PL. 7-5700.	N. W. AYER & SON, INC. (30 ROCKEFELLER PLAZA)	WALDORF-ASTORIA EMPIRE-SERT ROOMS
Wednesday July 15 7:30 A.M.- 11:30 A.M.	SHOWING OF FALL SHOE COLLECTION An exhibition of Autumn '59 shoes, related to fashion trends. For visiting and local press, by invitation. (Buffet breakfast will be served). Publicity: Kay Davidge, MU. 8-7841.	ANDREW GELLER	SHERRY NETHERLAND CRYSTAL PAVILION

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday July 15 7:45 A.M. Breakfast	PREVIEW: FALL JEWELRY FOR VISITING PRESS Napier (<u>Auxiliary Member, N.Y.D.I.--See Pg. 3</u>) will preview their Fall jewelry and boutique gifts for visiting and local press. By invitation. Beginning Mon., July 13-17, continuous daily showings at showroom. Publicity: Kathleen Mundin, YU. 6-6633.	THE NAPIER COMPANY (530 FIFTH AVENUE)	HOTEL PIERRE COTILLION ROOM
July 15	8:45 A.M. - GEORGE CARMEL (N.Y.D.I.--See Pg. 3)		PIERRE BALLROOM
July 15	9:30 A.M. - TRIGERE (N.Y.D.I.--See Pg. 3)		PIERRE BALLROOM
Wednesday July 15 9:30 A.M. Breakfast	PRESS PREVIEW: MID-SUMMER FURNITURE Press breakfast followed by preview of Mid-Summer furniture. By invitation. Publicity: Renée Kuhn. OX. 5-4000, Ext. 2683.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
July 15	10:15 A.M.- PAUL PARNES - Beni Claire (N.Y.D.I.--See Pg. 3)		
July 15	11:00 A.M.- ORIGINALA (N.Y.D.I.--See Pg. 3)		PIERRE BALLROOM
Wednesday July 15 12:30 P.M. Luncheon	HAIR STYLES AND COLORING FOR FALL The Clairol Institute (<u>Auxiliary Member, N.Y.D.I.--See Pg. 3</u>) will present a showing by New York's top hairstylists in a parade of hairstyle and haircoloring fashions for Fall. By invitation. Publicity: Terry Grimes, OR. 5-0700.	CLAIROL INCORPORATED (510 SIXTH AVENUE)	HOTEL PIERRE COTILLION ROOM
July 15	2:00 P.M. - TALMACK - John Moore (N.Y.D.I.--See Pg.3)		PIERRE BALLROOM
July 15	2:45 P.M. - BEN ZUCKERMAN (N.Y.D.I.--See Pg. 3)		PIERRE BALLROOM
July 15	3:30 P.M. - OLEG CASSINI (N.Y.D.I.--See Pg. 3)		PIERRE BALLROOM
Wednesday July 15 5:00 P.M.	FALL LEATHER PREVIEW: FOR VISITING PRESS "Forest Hued Kidskin Collection"--Samuel Robert (<u>Auxiliary Member, N.Y.D.I.--See Pg.3</u>) will present his Fall leather fashions to out-of-town editors. By invitation. Contact: Herbert Maltby, LA. 4-4562.	SAMUEL ROBERT, INC. (1407 BROADWAY)	HOTEL PIERRE BALLROOM
Wednesday July 15 6:30 P.M.- 11:00 P.M.	PREVIEW: PARADE DRESS FASHIONS AT ARMY BASE "Wool Power--U.S.A."--The Wool Bureau (<u>Auxiliary Member, N.Y.D.I.--See Pg. 3</u>) will invite the out-of-town and local press for cocktails and dinner on Governor's Island, Headquarters 1st U.S. Army. Transportation will be provided. By invitation. Contact: Jody Donohue, YU. 6-6222.	THE WOOL BUREAU, INC. (360 LEXINGTON AVE.)	GOVERNOR'S ISLAND MANHATTAN
Thursday July 16 7:45 A.M. Breakfast	PREVIEW OF FALL SHOE FASHIONS National Shoe Institute (<u>Auxiliary Member, N.Y.D.I.--See Pg. 3</u>) presents "Excitement in Fall Footwear" to visiting and local press. Showing promptly at 8:00 A.M. By invitation. Publicity: Alice Regensburg at Lynn Farnol, JU. 6-5777.	NAT'L SHOE INSTITUTE (50 ROCKEFELLER PLAZA)	HOTEL PIERRE BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
July 16	<u>8:45 A.M.</u> -	PATTULLIO-JO COPELAND (N.Y.D.I.--See Pg. 3)	PIERRE BALLROOM
July 16	<u>9:30 A.M.</u> -	DAVIDOW (N.Y.D.I.--See Pg. 3)	PIERRE BALLROOM
July 16	<u>10:15 A.M.</u> -	ADELE SIMPSON (N.Y.D.I.--See Pg. 3)	PIERRE BALLROOM
Thursday July 16 10:30 A.M.	PREVIEW OF FALL MILLINERY Mr. John will invite the press to preview his Fall millinery. By invitation. Publicity: Toni Woodward, PL. 7-1966.	MR. JOHN, INC.	24 WEST 57TH STREET SALON - 7TH FLOOR
July 16	<u>11:00 A.M.</u> -	HARVEY BERIN - Karen Stark (N.Y.D.I.--See Pg. 3)	
Thursday July 16 12:30 P.M. Luncheon	PRESS PREVIEW: MEN'S & BOYS' FALL FASHIONS Preview for visiting and local press by American Institute of Men's And Boys' Wear (Auxiliary Member, N.Y.D.I.--See Pg. 3). By invitation. Publicity: Rion Bercovici, Dir. of Public Relations, N. Y., MU. 3-8913.	AMERICAN INSTITUTE OF MEN'S & BOYS' WEAR	HOTEL PIERRE COTILLION ROOM
July 16	<u>2:00 P.M.</u> -	SAMUEL WINSTON - Roxane (N.Y.D.I.--See Pg. 3)	
July 16	<u>2:45 P.M.</u> -	LARRY ALDRICH (N.Y.D.I.--See Pg. 3)	PIERRE BALLROOM
July 16	<u>3:30 P.M.</u> -	ANNE FOGARTY OF SAKS FIFTH AVE. (N.Y.D.I.--See Pg. 3)	
Thursday July 16 4:00 P.M.- 7:30 P.M. Cocktails	PRESS PREVIEW: FALL JEWELRY COLLECTION Coro and Vendome will preview their Fall jewelry including special designs for tots and teens, also debut of jewelry for the diminutive woman. For local and out-of-town press, by invitation. Publicity: Ann R. Silver Assoc., 551 Fifth Avenue, MU. 7-8654.	CORO, INC.	47 WEST 34TH STREET SHOWROOM - 3RD FLOOR
July 16	<u>5:00 P.M.</u> -	E. I. DUPONT de NEMOURS (Aux.--See Pg.3)	PIERRE COTILLION
Thursday July 16 7:00 P.M. Dinner	DINNER AT NIGHT CLUB FOR VISITING PRESS Schiffli (Auxiliary Member, N.Y.D.I.--See Pg. 3) will invite the press to dinner and night club show, featuring The Andrews Sisters and Jack Durand. By invitation. Contact: Schiffli, 591 Summit Ave., Jersey City, SWarthmore 5-2347.	SCHIFFLI LACE AND EMBROIDERY INSTITUTE	THE LATIN QUARTER 200 WEST 48TH STREET
Friday July 17 7:45 A.M. Breakfast	FALL & HOLIDAY FASHIONS FOR VISITING PRESS R & K Originals (Auxiliary Member, N.Y.D.I.--See Pg. 3) will present Fall and Holiday fashions to visiting and local press. By invitation. Contact: Lorein Eyerly, FE. 6-0900.	R & K ORIGINALS, INC. (1400 BROADWAY)	HOTEL PIERRE COTILLION ROOM
July 17	<u>8:45 A.M.</u> -	VERA STEWART ORIG.-ZOLTAN ROSENBERG (N.Y.D.I.--See Pg. 3)	
July 17	<u>9:30 A.M.</u> -	MONTE-SANO & FRUZAN (N.Y.D.I.--See Pg. 3)	PIERRE BALLROOM
July 17	<u>10:15 A.M.</u> -	EDWARD ABBOTT - Wilson Folmar (N.Y.D.I.--See Pg. 3)	
July 17	<u>11:00 A.M.</u> -	BRANELL (N.Y.D.I.--See Pg. 3)	PIERRE BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
July 17	<u>12:30 P.M.</u> - VARIETY GROUP	(N.Y.D.I.--See Pg. 4)	PIERRE BALLROOM
July 17	<u>3:00 P.M.</u> - ESTEVEZ	(N.Y.D.I.--See Pg. 4)	PIERRE BALLROOM
July 17	<u>3:45 P.M.</u> - RUDOLF	(N.Y.D.I.--See Pg. 4)	PIERRE BALLROOM
July 17	<u>4:30 P.M.</u> - JUNIOR SOPHISTICATES	- Anne Klein (N.Y.D.I.--See Pg. 4)	
Friday	MEN'S FASHION SHOW	LEBOW BROTHERS	HOTEL PIERRE
July 17	FOR VISITING PRESS	(200 FIFTH AVENUE)	BALLROOM
5:15 P.M.	Fashions for men by Lebow	(Auxiliary Member, N.Y.D.I.--See Pg. 4).	By
Cocktails	invitation. Publicity: Alfred Katz, 200 West 57th Street, PL. 7-4775.		
July 17	<u>6:15 P.M.</u> - SCAASI	(N.Y.D.I.--See Pg. 4)	26 WEST 56TH STREET
Saturday	FUR PREVIEW FOR	RITTER BROTHERS	HOTEL PLAZA
July 18	OUT-OF-TOWN PRESS	(224 WEST 30TH ST.)	TERRACE ROOM
9:30 A.M.	Showing of Ritter Brothers	(Auxiliary Member, N.Y.D.I.--See Pg. 4) fur	
Champagne	fashions to the visiting press. By invitation. Publicity: Eleanor		
Breakfast	Lambert, 785 Fifth Avenue, MU. 8-2130.		
Saturday	STATEN ISLAND TRIP	TEXTILE FASHION	STATEN ISLAND,
July 18	FOR VISITING PRESS	INDUSTRIES	NEW YORK
11:00 A.M.	Textile Fashion Industries	(Auxiliary Member, N.Y.D.I.--See Pg. 4) will	
	invite the visiting press to spend a day on Staten Island to visit a		
	Tibetan Temple. Dinner and fashion show at Richmond County Country Club.		
	(Return trip about 9:30 P.M.) By invitation. Contact: Billy Gilbert,		
	12 East 41st Street, Rm. 1102, MU. 6-0393.		
Thursday	PRESS PREVIEW: FALL-	ARNOLD CONSTABLE	6TH FLOOR
July 23	WINTER FUR FASHIONS		MINK ROOM
10:00 A.M.	Showing of Arnold Constable's Fall-Winter fur fashions for the press.		
Coffee	By invitation. Publicity: Gloria Geis, MU. 5-2300.		
Saturday	AMERICAN NATIONAL	FASHION INDUSTRIES	SOKOLNIKI PARK
July 25 -	EXHIBITION IN MOSCOW	(227 WEST 27TH STREET)	MOSCOW, RUSSIA
Sept. 4	America's entire fashion industry will be represented at Moscow Exhibi-		
	tion, with a live fashion presentation; exhibits of fibers and fabrics;		
	needle trade union story; leathers; undergarments; methods of distribu-		
	tion. Eight American models will show couturier clothes by this country's		
	leading designers. (The Soviet's corresponding exhibition in the N. Y.		
	Coliseum will open on June 30). Exec. Dir.: Leonard J. Hankin.		
	Producer: Burt U. Shevelove. Coordinator of Women's Fashions: Eleanor		
	Lambert. Commentator: Vera Bacal. Public Relations: Fashion Bureau,		
	128 East 37th Street, OR. 9-6996.		
Sunday	NAT'L LUGGAGE, LEATHER	LUGGAGE & LEATHER GOODS	N.Y. TRADE SHOW BLDG.
July 26-	AND ACCESSORIES SHOW	MFRS. OF AMERICA, INC.	500 EIGHTH AVENUE
July 30	New colors, designs and new items in luggage, trunks, brief cases,		
	personal leather travel accessories, umbrellas, novelties and gifts.		
	Contact: Betty Fryman, IE. 2-3960.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday August 4- August 5	SEMI-ANNUAL LEATHER SHOW Exhibit hours: August 4--9:00 A.M. to 7:00 P.M.; August 5--9:00 A.M. to 3:00 P.M. Contact: Leif C. Kronen, 411 Fifth Avenue, MU. 6-7950.	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA
Saturday August 8- August 16	"PARIS IS YOUR BUSINESS" FASHION FLIGHT" Showings in Paris of Couturier collections and accessory market. Fee: \$1750.00. Contact: Charlotte Klein at Edward Gottlieb & Assoc., Ltd., 640 Fifth Avenue, JU. 2-7540.	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	AIR FRANCE FLIGHT IDLEWILD AIRPORT
Wednesday August 19 4:00 P.M.	PRESS PREVIEW: FASHIONS BY VIRGINIE OF PARIS Bergdorf Goodman will preview Fall fashions by Virginie of Paris, exclusive at "Miss Bergdorf" Shop. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR MISS BERGDORF SHOP

FALL COUTURE OPENINGS IN ROME, FLORENCE, LONDON, PARIS

Thursday July 16- July 19	CENTRO ROMANO PER L'ALTA ITALIANA July 16: Accessories Exhibit; Zingone (children's house); Barbara; Fausto Sarli; Patrick de Barentzen. July 17: Clara Centinaro; Antonio De Luca; Luciani; Gattinoni; Irene Galitzine. July 18: La Tessitrice dell 'Isola; Eleanora Garnett; Fontana; Mingolini-Gugenheim; Gregoriana. July 19: Rapuano; Valentino; Faraoni; Tita Rossi. Contact: Centro Romano etc., Via de' Burro, 147, Rome, Italy	ROME, ITALY
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Monday July 20- July 23	CENTRO DI FIRENZE PER LA MODA ITALIANA July 20: Sportswear and Boutique; Adria; Aida; Avagolf; Baldini; Camisene; Glans; Falconetto; Mammini; Myricae; Scarabocchio; Valditevere; Vito; Avolio; Simonetta Boutique; Bertoli; Marucelli Boutique; Mirsa; Veneziani Sport; High Fashion; Maruelli; Antonelli. July 21: Millinery Show; Carosa; Schuberth; Guidi; Veneziani. July 22: Simonetta; Fabiani; Capucci. July 23: Sportswear and High Fashion; Emilio Pucci; Baratta; Enzo. Contact: G. B. Giorgini, 101 Lungarno Acciaiuolo, Florence, Italy.	FLORENCE, ITALY
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Tuesday July 21- July 23	INCORPORATED SOCIETY OF LONDON DESIGNERS July 21: Charles Creed; Worth; Victor Stiebel; Hardy Amies. July 22: Norman Hartnell; Sherard; John Cavanagh; Lachasse. July 23: Ronald Paterson; Michael; Mattli. Contact: Ann Ryan, 46 Old Bond Street, London W.1.	LONDON, ENGLAND
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Beginning Monday July 27	OPENING OF PARIS COUTURE COLLECTIONS July 27: De Rauch; Desses; Goma; Gres; Manguin; Riviere. July 28: Balmain; Cardin; Carven; Patou. July 29: Griffe; Heim; Hermes; Lanvin-Castillo; Ricci; Revillon; Maggy Rouff. July 30: Chanel; Dior; Laroche; Matta. (Givenchy, 9:00 P.M., buyers) July 31: Sauve. (Balenciaga, 12:00 Noon, buyers) Contact: Chambre Syndicale, 102 Rue du Faubourg St. Honore, Paris	CHAMERE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE
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MOVIES...MUSIC...BALLET

- Friday
June 26 PREMIERE: "THE HORSE SOLDIERS" (Movie) ASTOR THEATRE, B'WAY & 45TH ST.
Co-starring John Wayne, William Holden, with Constance Towers and Althea Gibson, presented by Mirsch Co., in Color by DeLuxe, released through United Artists. Producers: John Lee Mahin and Martin Rackin. Director: John Ford. Publicity: Mort Nathanson, CI. 5-6000.
- Friday
June 26 PREMIERE: "THIS EARTH IS MINE" (Movie) ROXY THEATRE, 7TH AVE. & 50TH ST.
The Universal International presentation, in CinemaScope and Technicolor, starring Rock Hudson, Jean Simmons, Dorothy McGuire and Claude Rains. Producers: Casey Robinson and Claude Heilman. Director: Henry King. Publicity: Philip Gerard, PL. 9-8000.
- Week
Of
June 29 SECOND WEEK: STADIUM CONCERTS LEWISOHN STADIUM, 138TH ST. & AMSTERDAM
Mon., June 29: "Tales Of Hoffman", Thomas Scherman conducting: A concert version with Irene Jordan, Robert Rounseville, Martial Singher.
Tues., June 30: All Mendelsohn Program, Thomas Scherman conducting: Jeanne Mitchell playing the "E Minor Violin Concerto".
Wed., July 1: All Rachmaninoff Program, Thomas Scherman conducting: Anna Xydis playing the "D Minor Piano Concerto".
Thurs., July 2: All Tchaikovsky Program, Thomas Scherman conducting: Michael Rabin playing the "D Major Violin Concerto".
Sat., July 4: Jazz Jamboree: Louis Armstrong and his "All-Stars"; Johnny Dankworth and his orchestra. Publicity: Mixx Alix Williamson, CI. 6-4462.
- Monday
June 29 PREMIERE: "DARBY O'GILL AND THE LITTLE PEOPLE" (Movie) NORMANDIE THEATRE
Walt Disney's comedy-fantasy film, suggested by H. T. Kavanagh's "Darby O'Gill" stories, starring Albert Sharpe, Janet Munro, Sean Connery, Jimmy O'Dea, distributed by Buena Vista Company. Director: Robert Stevenson. Publicity: Charles Levy, PL. 9-3880.
- Tuesday
June 30 PREMIERE: "GREAT IS MY COUNTRY" (Movie) MAYFAIR THEATRE, 7TH & 47TH ST.
The Ministry of Culture of The U.S.S.R. will present the Sovexport Film release, in conjunction with the Soviet Exhibition at the New York Coliseum, for a six week's engagement. The Cinepanorama process in Sovcolor with 9-track stereophonic sound, shows the cities, countrysides, theatre and concert halls of the Soviet Union. Publicity: James Proctor, MU. 7-5084.
- Friday
July 1-
August 9 OPENING: BERKSHIRE FESTIVAL TANGLEWOOD-LENOX, MASSACHUSETTS
The annual Berkshire Festival at Tanglewood. Boston Symphony Orchestra, Musical Director: Charles Munch. Contact: Festival Office, Tanglewood, Lenox, Massachusetts.
- Tuesday
July 7 -
July 18 OPENING: "RUSSIAN FESTIVAL" MADISON SQUARE GARDEN, 8TH AVE. & 49TH ST.
S. Hurok will present 200 dancers featuring Bolshoi and Leningrad ballets; Ukrainian, Georgian, Armenian, Uzbek Folk ballets; The Plantnitsky Folk Choir and full Symphony Orchestra. Publicity: Hurok Artists, Inc., CI. 5-0500.
- Wednesday
July 15 -
Sept. 13 OPENING: "ALL STAR BALLET" THEATRE-IN-THE PARK, WOLLMAN RINK, 64TH ST.
Beginning July 15 - 17 "Andre Eglevsky Ballet Divertissements," starring Andre Eglevsky, Melissa Hayden, Edward Villella, Judy Green will be the opening attraction in Central Park, of the 350th anniversary of Henry Hudson's discovery of the river bearing his name. Nightly performances, and Sunday matinee's will include musical comedy, ballet, opera, jazz and world famous soloists. Tickets: \$1.00 - \$5.00. Contact: JU. 6-0307
Publicity: Tom Trenkle for Jean Dalrymple, JU. 6-2828.